

**COMPARATIVE MEASUREMENT OF
CUSTOMER SATISFACTION BASED ON THEIR
EXPECTATION AND PERCEIVED VALUE
TOWARDS BAYO SERVICE**

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**Submitted in Partial Fulfillment of the
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**FACULTY OF BUSINESS MANAGEMENT
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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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"DECLARATION OF ORIGINAL WORK"

I, MOHD WAHYUDDIN BIN MAHMOOD (I/C Number: 840617-10-5235)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____

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LETTER OF SUBMISSION

NOVEMBER 2008

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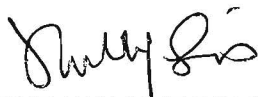
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached herewith is the project paper titled **“COMPARATIVE MEASUREMENT OF CUSTOMER SATISFACTION BASED ON THEIR EXPECTATION AND PERCEIVED VALUE TOWARDS BAYO SERVICE”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



MOHD WAHYUDDIN BIN MAHMOOD

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Bachelor of Business Administration (Hons.) Marketing

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ABSTRACT

The purpose of the paper is to compare the measurement of customers' satisfaction towards Bayo service based on their expectation and perceived value by empirically-based research. The research has been design by classify the precise theoretical framework. First, based on previous research, the paper builds sets of customer satisfaction instruments such as service quality, price and demographic factors. Second, the features of the service quality, price and demographic factors are identified and analyze by comparing customer expectation and their perceived value. Third, with derived instruments, the level of customer satisfaction can be measured and identifies either customers' expectation meet their perceived value or vice versa.

The findings emphasized all the instruments in depth to customers' satisfaction which results; there is a gap emerges because of customer expectation of service quality does not corresponding to their perceived value. Diverge to the price charged towards the service; it is reasonable and affordable since customer was satisfied using the service. Although the elements of demographic does not influence to customer satisfaction except gender which affect satisfaction perhaps due to the nature of gender on purchasing behaviour. From the overall research, researcher has stated five recommendations which can be used by company to improve their overall service regarding the elements of service quality and price. By implementing the recommendations it hoped gives future benefit to the company in building and maintains a good relationship which may result customer loyalty. It may help to improve company business performance in any area that is not running well in the management for future use.